



Yahoo! Inc. And Softbank Unveil Yahoo! Japan Online Guide For Japanese Internet Users Goes Live Today

SUNNYVALE, CA -- April 22, 1996 -- Internet users can now enjoy Japanese language interface and content using Yahoo! Japan, the online guide to the Web designed solely for Japanese users. Jointly developed by Yahoo! Inc. and SOFTBANK Corporation, Yahoo! Japan, <http://www.yahoo.co.jp>, is the first Internet guide developed by a U.S. company that localizes language and content for an international audience.

"We're excited to be the first to provide this audience with a guide to online information that is designed specifically for them," said Jeffrey Mallett, senior vice president of business development at Yahoo! Inc.

By cross-linking to the Yahoo! main site, Yahoo! Japan provides visitors with one of the most comprehensive collections of online information available in Japan today. The site also maintains the same useful organizational structure and intuitive interface as the main Yahoo! site, located at <http://www.yahoo.com>.

"Japanese Internet users have been looking forward to expanding their Web explorations with content that reflects their culture and interests," said SOFTBANK CEO and President Masayoshi Son. "Yahoo! Japan melds the combined strengths of SOFTBANK and Yahoo! Inc."

About SOFTBANK

SOFTBANK is Japan's largest distributor of computer, software, peripherals and systems, as well as Japan's largest publisher of computer-related computer magazines and books. Its U.S. subsidiaries and joint ventures include SOFTBANK COMDEX Inc. and SOFTBANK Expositions and Conference Co., Inc. The company recently signed a definitive agreement to purchase Ziff-Davis Publishing Company.

About Yahoo!

Located in Sunnyvale, California, Yahoo!, Inc. offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web. Yahoo! provides a context-based directory structure for Web resources, as well as a Web-wide search engine that is seamlessly integrated with the Yahoo! directory service. The Company is developing a global family of Yahoo! branded media properties in targeted subject matter, demographic and geographic areas. Yahoo! can be found on the Internet's World Wide Web at Universal Resource Locator (URL) address <http://www.yahoo.com>.

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